

2005 Chapter Leadership In Place

A new chapter leadership team, serving with 2005 President Teresa Corlew, APR, will begin work in January.

The new officers and board of directors were elected in October at the chapter's annual meeting, and Corlew has announced the following members have agreed to serve as committee and/or event chairs for 2005:

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Behind the Gavel - FROM THE PRESIDENT

A PRSA cornucopia of thoughts and thanks:

Vanderbilt's Michael Schoenfeld may have the best – and the hardest – public relations job in town. First, he spends his workday with Chancellor Gordon Gee. And the hard part? He spends his workday with Chancellor Gordon Gee.

The Chancellor, a self-proclaimed “energy vampire,” fortified our membership with the theme of the critical role communications plays in the life of an organization during the Apollo Award for Communications Leadership luncheon earlier this month.

Schoenfeld's position as Vice Chancellor for Public Affairs at VU qualifies for the “best” designation when your boss says, “Michael Schoenfeld always has a seat at the table ... His presence and counsel has directly resulted in the entire executive committee of our institution giving increased consideration to the impact decisions will have on our faculty, staff and students, the Nashville community and the local as well as national reputation of the university.”

What makes Schoenfeld's job a hard one is just attempting to keep up with a boss who is constantly communicating to whoever will listen: student, parent, faculty, staff, neighbors, lawmakers, the list would fill this page. Gee recognizes the importance of reputation management and its critical role in the success of the Vanderbilt enterprise.

Here's a CEO who wouldn't think of excluding his top communications staff member from an important decision-making process. He believes in the communications process and states that “our endorsement of such a model of communication and leadership has benefited us as much as anything we have ever done.” Further, he values the university's group of talented communications professionals that partners with him to touch their critical audiences each day.

In short, Gordon Gee gets it. And it's why he was an outstanding selection for our Apollo Award in 2004.



One of 2004's goals was to improve chapter communications to PRSA members. Through the leadership of board member Susan Barnes (who pushed us to create a list serve), newsletter editor Trey Campbell and webmaster Dana Jones, we have exceeded our goal and hope that we are providing you with pertinent news and information about the chapter. We will continue to enhance our Web site, www.prsanashville.com, to serve your information needs. Check it out.



Please allow me a personal moment to thank the officers and board of directors for an outstanding year. Even bigger thanks go to those members who gave their talents and time to volunteer on a committee. It was the dedication of our volunteers that helped us reach many goals this year, and I hope you know that your efforts moved the society forward in 2004.

Finally, it has been an honor and a great deal of fun to serve as president this year. On behalf of the officers and board of directors, I wish you the happiest of holidays and a most tremendous year in 2005.

2004 Nashville Chapter Officers & Board

President:
Greg Bailey, APR

President-Elect:
Teresa Corlew, APR

Secretary:
Stacy Brewer

Treasurer:
Marcia Colburn

Immediate Past President:
Debbie McGraw

Assembly Delegates:
Tom Adkinson, APR
Marcie Smeck, APR

Directors-At-Large:
Susan Barnes, APR
Trey Campbell
Kearstin Patterson
Andrea Turner

PRSA Nashville Silver Partners:



Greg Bailey, APR
2004 President

2004 Assembly Delegate Report

PRSA Assembly, New York, NY
October 23, 2004

- 3,500 convention attendees
- 264 voting delegates

State of Society:

- Passed 20,000 threshold in membership
- New members up 4.8%
- Financially strong, diversity of revenue, 53% non-dues revenue
- New offices (33 Maiden Lane in NY Federal Reserve Bldg) - *space for members to work if scheduled ahead*
- Effective Jan. 05 - extended office hours to 8 pm daily
- One Source (Blue Book) now online
- Jan. 05 - membership renewals online
- 60th Anniversary in 2008

Three Proposed Bylaw Changes:

- 1) Creation of advisory board for PRSA foundation - **PASSED**
- 2) Accreditation requirement for Assembly Delegates - **PASSED**
- 3) Accreditation eligibility (removing "5 year paid full-time professional experience" from accreditation criteria) - **FAILED**

2004
Assembly
Delegates:
Marcie Smeck,
APR
Tom Adkinson,
APR

2004 Apollo Award Winner



Vanderbilt Chancellor **Gordon Gee** was honored November 3 at the Nashville City Club for his outstanding communications practices. Pictured above with the 2004 Apollo awards Committee (from l - r): Susannah Shumate, Susanne Hicks, Chancellor Gee, LaDonna McDaniel-Merville, Sue Amos and Donna Clark.

2004 Strategic Planning Report

This year's stellar achievements are all due to the hard work of the committee: Greg Bailey, APR, Susan Barnes, APR, Marcia Colburn, Debbie McGraw and Teresa Corlew, APR.

Strengthening the Society

- 1) **STRATEGY:** Develop a member recruitment & retention program. **RESULTS:** Since Jan. 1 - added 27 new members, dropped 15 (net 12).
- 2) **STRATEGY:** Create new revenue opportunities to improve chapter finances. **RESULTS:** Sponsorship companies/orgs identified with tier level program established; sponsorships solicited & solidified.
- 3) **STRATEGY:** Reorganize chapter operations by formalizing policies & procedures. **RESULTS:** Manual drafted, reviewed & finalized by Board.
- 4) **STRATEGY:** Increase member involvement through targeted new networking/professional development initiatives. **RESULTS:** Young Professionals committee active & successful.

Advancing the Profession

- 1) **STRATEGY:** Develop program to encourage members to see accreditation to build APR brand. **RESULTS:** New APR pin presentation, 2 annual group study sessions, linked website to National.
- 2) **STRATEGY:** Create a Speakers Bureau to increase awareness of profession. **RESULTS:** Enlisted 7 senior practitioners to serve on Bureau, will solicit speaking engagements by year-end.
- 3) **STRATEGY:** Implement a proactive media relations program. **RESULTS:** Above average coverage of Chapter events.
- 4) **STRATEGY:** Develop electronic communications program through enhanced Chapter website. **RESULTS:** Overhaul existing website.
- 5) **STRATEGY:** Explore partnership opportunity with other professional associations. **RESULTS:** Co-hosted fall event with ANE.

PR Template Sharing Through the PRC

The PRC (Professional Resources Center) gets numerous calls from members requesting samples and templates – policies (media relations, external communication etc.), contracts, invoices, proposals, etc. To facilitate the sharing of knowledge within PRSA membership, the PRC is developing an online database that will include these sample documents.

The database resource will be available through MemberNet as part of the PRC's new Online Resources Center. The new PRC Online Resources Center will be a member benefit at no cost! You will be hearing a lot more about this valuable new tool in the months to come.

This content will be presented as samples or templates that are commonly used by PRSA members. Originating organizations and contributors can be anonymous or identified by name. If you have any samples or templates that you would like to share with your colleagues, please e-mail them to christina.darnowski@prsa.org. For any comments, suggestions or questions about this project, please contact Christina Darnowski, Manager, Professional Resources at 212-460-0360.



Belmont PR Students Conduct Research Poll

With the start of a new PR major at Belmont, the students have dove in headfirst by partnering with and conducting a joint public opinion survey with the political science department.

Prior to the Presidential election, the students conducted telephone interviews with respondents from Davidson County using random 8-digit procedures to measure Presidential preference and the most pressing issues of the day.

The poll found that the respondents were split in the Nashville area between candidates Bush and Kerry. The survey was made up of 41 questions put together by the students from which they had 703 responses.

"I was interested in having the students actually do it rather than just hear about it," said Pam Parry, Director of the PR program at Belmont. "The main purpose was to have the students actively participate in learning how to obtain research and evaluate their findings."

The students will be further analyzing the data collected and writing research papers for their PR Research course. They will then be presenting their analyzation at a Belmont convocation in December.

For detailed information and poll results, contact Pam Parry at parryp@mail.belmont.edu.

CALENDAR OF EVENTS

- Dec. 2 Teleseminar: **Talk Your Way To the Top: Communicating In the Business World**
2 - 3 PM CDT; Go to www.prsa.org, Professional Development section for more info.
- Dec. 9: Teleseminar: **Play With Your Words: Spice Up Your Headlines, Leads & Sound Bites With Wordplay**
2 - 3 PM CDT; Go to www.prsa.org, Professional Development section for more info.
- Dec. 9: **Young Professionals Holiday Mixer**
The YP Mixer will be at: Blackstone Brewery on West End Ave.
5:30 - 7 PM; Free appetizers/cash bar

Members must RSVP for the monthly luncheon meetings by the preceeding Friday; openings on the day of the meeting are offered on a first-come, first-served basis. Reservations may be made by e-mailing or calling Jackie Cavnar, Chapter Administrator (jccavnar@cs.com, 615-661-6752). Luncheon meetings may vary in cost; no-shows are billed.

PR Ink

A monthly publication of the Nashville Chapter of the Public Relations Society of America

To submit comments, ideas and news, please contact Trey Campbell (391-2801, trey.campbell@southwestern.com) or Todd Smith (764-2598, todd.smith@progenymarketing.com). Submissions are due on the second Friday of each month.

New Chapter Leadership for 2005

Continued from cover

Officers:

President	Teresa Corlew, APR
President Elect	Vicki Bagwell, APR
Secretary	Stacy Brewer
Treasurer	Marcia Colburn
Immediate Past President	Greg Bailey, APR

Directors At Large:

Trey Campbell	Kearstin Patterson
Laura Ladd	Todd Smith

Assembly Delegates:

Marcie Smeck, APR	Susan Hart, APR
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Committees:

Accreditation	Julie Davis, APR
Apollo Award	Heather Buckner
Finance Committee	Marcia Colburn
Hercules Award	Susan Barnes, APR
Membership	Vicki Bagwell, APR
Newsletter	Jennifer Wigal, APR
Parthenon Awards	Trey Campbell
Programs/Professional Development	Sue Amos
Public Relations	Kenneth Townsend
Public Service	Dustine Deming, APR
Young Professionals	Katie Benson, Kim Rucker



Karen Baker



Jenny Barker

WELCOME!!!

New Members

Karen Baker, Senior Counselor, Atkinson Public Relations

Jenny Barker, Associate Account Executive; Atkinson Public Relations

Millicent Mast, Communications Manager; Paradigm Health

This will be the last issue of PR Ink for 2004.

The editorial staff for 2004 would like to thank all members for your feedback and suggestions in making PR Ink, our new chapter newsletter, a huge success!